

**TRAINING PROGRAM OF INSTRUCTION (TPI)  
FOR  
DINFOS CGPAC  
COAST GUARD PUBLIC AFFAIRS COURSE**



Approved by:

Commandant  
Defense Information School

Supersedes TPI dated 12 October 2006



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## **TRAINING PROGRAM OF INSTRUCTION**

### **Preface**

**TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN):** DINFOS CGPAC

**TITLE:** Coast Guard Public Affairs Course

**TRAINING LOCATION:** Defense Information School, Fort George G. Meade, Maryland

**SPECIALTY AWARDED:** None

**PURPOSE:** To train selected Coast Guard personnel in the principles, techniques and skills required to conduct a unit public affairs program.

**COURSE DESCRIPTION:** This course is designed to provide an introduction to the basic theory, concepts, policy and principles of unit public affairs programs, mass communications theory, media relations practices and community relations.

**PREREQUISITES:** This course is open to pre-designated government personnel only.

- a. Coast Guard and DoD active duty, reserve or auxiliary personnel in the grade of E-4 or above, acting as collateral duty public affairs officers.
- b. Civilians: GS-07 and above serving as collateral duty public affairs officers.
- c. This course is not open to international or interagency students

**SECURITY CLEARANCE:** None

**CLASS SIZE:**

MAXIMUM 30

MINIMUM 20

ANNUAL COURSE CAP 90

**COURSE LENGTH:** 5 Training Days

ACADEMIC HOURS: 36 Hrs

ADMINISTRATIVE HOURS: 4 Hrs

TOTAL COURSE HOURS: 40 Hrs

**INSTRUCTOR CONTACT HOURS:** 58.5 Hrs

**TYPE/METHOD OF INSTRUCTION:**

Lecture (L)	17.75 Hrs
Performance Exercise (PE)	17.25 Hrs
Examination	1.0 Hrs
Performance Examination (EP)	0 Hrs
Written Examination (EW)	1 Hrs
Administration (AD)	4 Hrs

**TRAINING START DATE:** April 2009

**ENVIRONMENTAL IMPACT:** None. DoD policy was followed to assess the environmental impact.

**MANPOWER:** The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

**EQUIPMENT AND FACILITIES:** The Course Design Resource Estimate (CDRE) contains this information.

**TRAINING DEVELOPMENT PROPONENT:** Defense Information School, Directorate of Training, (DINFOS/DOT): (301) 677-3273

**FUNCTIONAL AREA 1**  
**FUNDAMENTALS OF COAST GUARD PUBLIC AFFAIRS**

**TPFN:** DINFOS – CGPAC – 001 – 001 –

**UNIT TITLE:** Introduction to U.S. Coast Guard Public Affairs (USCG PA)

**TPFN HOURS AND TYPES:** 3.75 L

**TPFN TOTAL HOURS:** 3.75

**TASKS:**

- 001 Compare and contrast military PA and civilian PR
- 002 Outline organization and 3 components of the USCG PA program
- 003 List the 6 objectives of the USCG PA program
- 004 Identify the guidance manual to be used in PA activities
- 005 Identify the PA functions and responsibilities of the commanding officer and collateral duty PA officer
- 006 Describe the conditions for successful PA
- 007 Recognize the key elements of proactive PA programs
- 008 Explain the 3 PA objectives with respect to public opinion
- 009 Define community relations and the roles of the commander and PAO

**SUMMARY OF INSTRUCTION:** Students will receive lectures and discuss the organization, objectives, functions and responsibilities of the USCG Public Affairs program, comparing and contrasting USCG PA and civilian PR models. Students will be introduced to the roles and relationships the USCG PA must establish and maintain with the commanding officer, the local community, and the public at large. This functional area is assessed using 003-001-006 written examination. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30 (L)

**SAFETY FACTORS:** Routine

**REFERENCES:**

Coast Guard Public Affairs Manual  
Commandant's Policy on Public Affairs  
Effective Public Relations, 8<sup>th</sup> Edition; Cutlip, Center, Broom

**FUNCTIONAL AREA 1**  
**FUNDAMENTALS OF COAST GUARD PUBLIC AFFAIRS**

**TPFN:** DINFOS – CGPAC – 001 – 002 –

**UNIT TITLE:** Release of Information

**INSTRUCTIONAL TYPE AND HOURS:** 1.50 L; 0.75 PE

**TOTAL INSTRUCTIONAL HOURS:** 2.25

**TASK (S):**

- 001 Identify tools and tactics for releasing information
- 002 Apply USCG guidelines in selecting appropriate course of action for release of information
- 003 Identify the basis for and limitations of the American public's right to know
- 004 Explain the maximum disclosure doctrine
- 005 Describe the principles of SAPP and ACA

**SUMMARY OF INSTRUCTION:** Through lectures and small group discussions, students will identify and discuss USCG obligations and limitations for releasing information, including policy and legal guidelines and elements of SAPP and ACA. This functional area is assessed using 003-001-006 written examination and graded practical exercises. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30(L), 2:30(PE)

**SAFETY FACTORS:** Routine

**REFERENCES:**

Coast Guard Public Affairs Manual  
Commandant's Policy on Public Affairs  
COMDTINST 5728 - Freedom of Information Act Manual  
Effective Public Relations, 8<sup>th</sup> Edition; Cutlip, Center, Broom

**FUNCTIONAL AREA 2**  
**COAST GUARD MEDIA RELATIONS**

**TPFN:** DINFOS – CGPAC – 002 – 001 –

**UNIT TITLE:** Media Relations Overview

**INSTRUCTIONAL TYPE AND HOURS:** 4 L

**TOTAL INSTRUCTIONAL HOURS:** 4

**TASK (S):**

- 001 State the USCG procedures for dealing with civilian reporters
- 002 Describe basic guidelines for USCG-media relations
- 003 Describe methods used to release information to the media
- 004 Describe USCG policy on exclusives, media pooling, accreditation, attribution of comments, and media travel on government conveyances

**SUMMARY OF INSTRUCTION:** Students learn the basics of the news media business. They are introduced to the media's organizational structure so they know who is responsible for various aspects of the news. The students also learn the Coast Guard's policies on exclusives, pooling, attribution, accreditation and media travel aboard Coast Guard assets. This functional area is assessed using 003-001-006 written examination. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30(L)

**SAFETY FACTORS:** Routine

**REFERENCES:**

Commandant's Policy on Public Affairs  
Effective Public Relations, 8<sup>th</sup> Edition; Cutlip, Center, Broom  
Coast Guard Public Affairs Manual  
COMDTINST 5728 - Freedom of Information Act Manual

**FUNCTIONAL AREA 2**  
**COAST GUARD MEDIA RELATIONS**

**TPFN:** DINFOS – CGPAC – 002 – 002 –

**UNIT TITLE:** Television Interview

**INSTRUCTIONAL TYPE AND HOURS:** 1 L; 8 PE

**TOTAL INSTRUCTIONAL HOURS:** 9

**TASK (S):**

- 001 Prepare for interview
- 002 Develop command messages
- 003 Respond to questions in one-on-one interview

**SUMMARY OF INSTRUCTION:** Students will receive instruction through lecture and demonstration on the elements of a successful television interview to include actions taken before a reporter arrives and actions taken before, during and after a media interview. Specific topics discussed will include nonverbal communication, media questioning techniques, methods for maintaining control during an interview and methods for preparing for an interview. They will apply and practice that knowledge through performance exercises, critiqued by their instructors. This functional area is assessed using 003-001-006 written examination and graded practical exercises. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30(L), 2:30(PE)

**SAFETY FACTORS:** Routine

**REFERENCES:**

Coast Guard Public Affairs Manual  
Effective Public Relations, 8<sup>th</sup> Edition; Cutlip, Center, Broom



**FUNCTIONAL AREA 2**  
**COAST GUARD MEDIA RELATIONS**

**TPFN:** DINFOS – CGPAC – 002 – 003 –

**UNIT TITLE:** News Briefing

**INSTRUCTIONAL TYPE AND HOURS:** 1 L; 7 PE

**TOTAL INSTRUCTIONAL HOURS:** 8

**TASK (S):**

- 001 Describe the organization and techniques required to present a formal news briefing
- 002 Conduct a formal news briefing

**SUMMARY OF INSTRUCTION:** Students will receive instruction through lecture and demonstration on the elements of a successful news briefing. They will apply and practice that knowledge through performance exercises, critiqued by their instructors. This functional area is assessed using 003-001-006 written examination and graded practical exercises. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30(L), 2:30(PE)

**SAFETY FACTORS:** Routine

**REFERENCES:**

Coast Guard Public Affairs Manual  
COMDITINST 5728  
Effective Public Relations, 8<sup>th</sup> Edition; Cutlip, Center, Broom  
National Response Team Joint Information Center Manual (NRTJIC)

**FUNCTIONAL AREA 2**  
**COAST GUARD MEDIA RELATIONS**

**TPFN:** DINFOS – CGPAC – 002 – 004 –

**UNIT TITLE:** Nature of News

**INSTRUCTIONAL TYPE AND HOURS:** 2.5 L

**TOTAL INSTRUCTIONAL HOURS:** 2.5

**TASK (S):**

- 001 Identify the criteria used in determining what is newsworthy
- 002 Recognize the advantages and limitations of broadcast, print and internet media that affect their perception of news and treatment of stories
- 003 Identify marketing strategies for broadcast, print and internet media

**SUMMARY OF INSTRUCTION:** Students will receive lectures and discuss the nature of news, including the criteria for “newsworthiness,” the advantages/disadvantages of the various media (broadcast, print, and internet), the how each affects perceptions by the public and treatment by the USCG PA. They will further discuss marketing strategies and the USCG PA’s role in selecting and releasing news. This functional area is assessed using 003-001-006 written examination. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30(L)

**SAFETY FACTORS:** Routine

**REFERENCES:**

Coast Guard Public Affairs Manual  
COMDITINST 5728 – Freedom of Information Act Manual  
Effective Public Relations, 8<sup>th</sup> Edition; Cutlip, Center, Broom

**FUNCTIONAL AREA 2**  
**COAST GUARD MEDIA RELATIONS**

**TPFN:** DINFOS – CGPAC – 002 – 005 –

**UNIT TITLE:** Crisis Communication

**INSTRUCTIONAL TYPE AND HOURS:** 2 L

**TOTAL INSTRUCTIONAL HOURS:** 2

**TASK (S):**

001 Identify and examine the anatomy of an incident and the role of the PAO

**SUMMARY OF INSTRUCTION:** Students will receive lectures and discuss case studies in situations that involve issues of emergencies, crises, and other issues. This functional area is assessed using 003-001-006 written examination. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30(L)

**SAFETY FACTORS:** Routine

**REFERENCES:**

“Engaging the Media”, Office of the Assistant Secretary of the Air Force for Public Affairs (OASAF/PA)

Crisis Communications, Fearn-Banks

Effective Public Relations, 8<sup>th</sup> Edition; Cutlip, Center, Broom

**FUNCTIONAL AREA 3**  
**PRINT JOURNALISM**

**TPFN:** DINFOS – CGPAC – 003 – 001 –

**UNIT TITLE:** News Releases

**INSTRUCTIONAL TYPE AND HOURS:** 2 L; 1.5 PE; 1EW

**TOTAL INSTRUCTIONAL HOURS:** 4.5

**TASK (S):**

- 001 Describe the elements of a news release
- 002 State the purpose of a news release
- 003 Describe the writing style and format used in news releases
- 004 Explain the importance of attribution in a news release
- 005 Write a news release
- 006 End of course exam

**SUMMARY OF INSTRUCTION:** Students will receive lectures and discuss the purpose and elements of a news release, including writing style and formats, and apply that knowledge in writing a news release, without violating SAPP or FOIA guidelines. This functional area is assessed using 003-001-006 written examination and graded practical exercises. Material in this functional area is measured in both a written exam and practical homework projects. All students must earn an aggregate score of at least 70 percent to successfully complete any test or practical exercise.

**INSTRUCTOR/STUDENT RATIO:** 1:30(L), 2:30(PE), 2:30(EW)

**SAFETY FACTORS:** Routine

**REFERENCES:**

AP Stylebook, 33rd Edition  
DoD Directive 5230.9, Clearance of DoD Information for Public Release  
DoD Directive 5400.7, DoD Freedom of Information Act Program  
DoD Directive 5400.11, DoD Privacy Program  
DoD Principles of Information  
Journalism Handbook, DINFOS  
Write to Be Read, Patterson  
The Word, An Associated Press Guide to Good Newswriting, Cappon

**FUNCTIONAL AREA 4**  
**COURSE ADMINISTRATION**

**TPFN:** DINFOS – CGPAC – 004 – 001 –

**UNIT TITLE:** Course Administration

**TPFN HOURS AND TYPE:** 4AD

**TPFN TOTAL HOURS:** 4

**TASK(S):**

- 001 In-processing
- 002 Course critique / Out-processing
- 003 Graduation

**SUMMARY OF ACTIVITIES:** Self-explanatory.

**REFERENCES:** DINFOS Policy and Procedures Manual

**INSTRUCTOR/STUDENT RATIO:** N/A

**SAFETY FACTORS:** Routine